LEADING THE FIGHT AGAINST ANTI-SEMITISM AND HATE

ADL MISSION

The Anti-Defamation League was founded in 1913 "to stop the defamation of the Jewish people and to secure justice and fair treatment to all."

Now the nation's premier civil rights/human relations agency fighting anti-Semitism and all forms of bigotry, ADL defends democratic ideals and protects civil rights for all.

In a Year of Tough Challenges







Abraham H. Foxman

In 2008, the Anti-Defamation League celebrated our 95th year. At a time when longevity and track records matter, ADL stands solidly as the world's leading organization fighting anti-Semitism and hate.

As the financial crisis began to unfold last year, it posed particular challenges. But for ADL, it made our agenda even more urgent and relevant.

With economic upheaval dominating our lives and a pandemic of anti-Semitism exploding around the world during the war in Gaza, an incisive ADL adage has come into play: "anti-Semitism is not a history lesson, it is a current event." Again and again, we learn from the past.

In the 1990s, when ADL documented the easing of anti-Semitism, we urged people and societies not to become complacent, that if world events should take a turn for the worse, anti-Semitism could return with a vengeance. And so it has. Terrorism, Islamic extremism, wars in Iraq and Afghanistan and economic turmoil have generated immense anxiety — and with it has come its partner, the global scapegoating of Jews.

When the 9/11 terrorist tragedy struck our nation, ADL's motto became: "9/11, the day hate became everyone's problem."

Our message was: We have been doing the day-to-day work of fighting hate for many years, but too often people were not taking it seriously. After thousands died because of such hatred, the work of ADL took on greater meaning in the eyes of the public.

In our 2008 Annual Report, you will see how we helped fight anti-Semitism on college campuses, how we equipped the leader of a major Hispanic organization to confront hate crimes, and how ADL provided critical information to federal law enforcement about an assassination plot targeting African Americans — including then-Presidential candidate Barack Obama. You will also read about ADL's educational programs, including those that combat cyberbullying and teach the history and lessons of the Holocaust.

As these efforts demonstrate, ADL's vast experience, its bold and credible voice, its award-winning programs and worldwide network make us a time-tested force in fulfilling our mission in difficult times.

The key to our being able to do what we do is our extraordinary professional staff in both our National Headquarters and our Regional Offices — and our committed, passionate lay leadership. Working together to make ADL programs and initiatives successful, they came through again and again in a very difficult year. Our people are always our most important asset — especially in this tough environment. We couldn't have done it without them and our thanks go to each and every one of them.

LEADING THE FIGHT WHEN A CRISIS BREAKS OUT

ADL has the power to focus world attention, help shape policy and influence events.



Making the case for Israel's operation in Gaza

When Israel fought back against Hamas rockets in December 2008, ADL immediately mounted a comprehensive campaign making Israel's right to self-defense concrete and personal. The goal was to ensure, through a variety of classic and innovative ADL approaches, that a broad audience grasped the danger and terror experienced by increasing numbers of Israelis on a day-to-day basis. ADL experts continuously updated special Web pages providing extensive information and analysis about the conflict. We advocated. We communicated through ads and op-ed pieces. We monitored reaction and issued reports. We alerted and aided campus officials. We took polls, issued statements and wrote to world leaders. In so many ways, ADL's voice — and message — was heard.

Galvanizing Support. ADL created an integrated, online educational campaign directed first at the Jewish community. It included two free, downloadable, customizable posters, Why Is Israel Fighting Back? and What if Hamas Was in <u>Your</u> Neighborhood?, that were e-mailed to Jewish community centers, agencies and Federations for free use at rallies worldwide. A Facebook cause page, ADL Defending Israel, gained more than 3,000 members and utilized social networking to mobilize a wider audience.

Countering Critics. ADL denounced the United Nations Security Council for suggesting an "equivalency" between

Hamas' terrorism and Israel's attempts to eliminate it, as well as the UN Human Rights Council for erroneously demanding that Israel "stop the targeting of civilians and medical facilities." ADL also spoke out against Venezuela and Bolivia for cutting diplomatic ties with Israel.

Reaching International Opinion Makers. To make the reasons for the conflict hit home, ADL ran ads in *The New York Times, The Washington Post*, the *International Herald Tribune* and nytimes.com that asked, "What if Hamas Was in <u>Your</u> Neighborhood?" The ads showed a map of the Gaza Strip with the range of its rockets superimposed on adjacent maps of New York City, Washington, DC, and London, respectively.

Assessing American Backing. We measured American Jewish reaction to the conflict with a national survey. The findings: 81 percent of those polled expressed the belief that Hamas was responsible for the escalation of the violence; only 14 percent held Israel responsible.

Petitioning Congress. To make sure Congress got the message, ADL organized a campaign through its online Action Center that helped some 30,000 people contact their Members of Congress, urging them to adopt resolutions supporting Israel. The resolutions passed by overwhelming margins.

"No government could act differently in the face of such challenges."

— Abraham H. Foxman









First to defend Jews against a furious backlash

Israel's operation in Gaza ignited a firestorm of global anti-Semitism not seen in decades. Jews were attacked in public areas and synagogues desecrated. European Jewish leaders received death threats. Boycotts were called against Israeli products and Jewish-owned businesses. Anti-Israel demonstrators, marching under the flags of terrorist groups, shouted "Kill the Jews."

Condemning European Anti-Semitism. In ads in the International Herald Tribune and The Washington Post, ADL called on world leaders to denounce anti-Jewish hate. "Regardless of one's views of the operation in Gaza, this [behavior] is unacceptable," the ad said. "It's vile, dangerous anti-Semitism. and it needs to stop."

Holding European Leaders Accountable. We urged the heads of eight countries — Austria, Belgium, Denmark, Germany, Greece, Spain, Sweden and Switzerland — to honor their commitments to condemn anti-Semitism as called for by the 2004 Berlin Declaration of the Organization for Security and Cooperation in Europe (OSCE).

Revealing the Evidence. ADL compiled extensive examples of worldwide anti-Semitism in three chilling reports: A Global Campaign of Hate Against Jews and Israel, Part One: Exposing Gaza Rallies in the United States; A Global Campaign of Hate

Against Jews and Israel, Part Two: As Israel Defends Herself, Jews Come Under Attack Worldwide; and Arab Media Review: Anti-Semitism and Other Trends, July – December 2008.

Exposing Official Anti-Semitism in Venezuela. With attacks on Jewish people and property escalating, ADL spoke out bluntly against Venezuelan President Hugo Chávez. ADL accused him of "fostering an atmosphere of intimidation and fear within the Venezuelan Jewish community" with his statements comparing Israel's military offensive against Hamas to the Holocaust and his call to Venezuelan Jews to condemn Israel's actions. A special report, *Chávez's Venezuela: The Jewish Community Under Threat*, documented the threats at all levels of society, starting with Chávez himself.

Urging All World Leaders to Speak Out. "Bully pulpits must be used to send a loud and clear message from political, religious and community leaders that attacks against Jews and Jewish institutions have no justification, no excuse, and will not be tolerated, whether in Belgium, Greece, Turkey, Uruguay, Chile or Venezuela," said ADL. "If world leaders do not speak out against anti-Semitic violence and incitement, if they allow the threats of Hamas and Iran to go unchallenged, they will have failed an important political and moral test."

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LEADING THE FIGHT WHEN OUR CHILDREN ARE THREATENED



"Oh look, there's the Jew."

ADL PROFILE

Scott Lebovitz

"Oh look, there's the Jew."

That's what Scott Lebovitz heard when he approached students at his freshman dorm at the University of North Dakota (UND). Many of the students had never seen a Jew, and their reception to him was hostile. They drew swastikas on the wall outside his room; wrote "Scott is a Jew" in the elevator; and threatened him with pellet guns. At times he was afraid to leave his room, at times he was afraid to return to it. Yet the administration refused to let Scott move out of the dorm — and even told him the swastikas weren't a direct threat to him.

Months passed and nothing changed. More anti-Semitic incidents erupted on campus. Finally, Scott's family called ADL. Following the agency's discussions with the university president, Scott was allowed to move to a fraternity where he is much more comfortable. "It wasn't until ADL got involved that wheels started spinning," Scott says. "ADL made the administration realize they were in the wrong. Without ADL, the situation would have escalated and gotten worse. The problem wouldn't ever have been solved without ADL."

ADL's efforts to improve the atmosphere at UND went much further than just helping one student. Because of the agency's involvement, the school created a task force to make sure that hate incidents are better reported and addressed in the future. Holocaust education was integrated into classes and speaker programs. The Department of Justice launched an investigation into why so many anti-Semitic incidents occurred at UND and why the administration did not immediately condemn them. Currently ADL and the UND administration are working together to strengthen North Dakota's hate crime statute.

As Scott Lebovitz learned, ADL is serious when we say our mission is "to stop the defamation of Jewish people, and to secure justice and fair treatment to all." Any individual victimized by bigotry, hate or discrimination can call their closest ADL Regional Office to get the help of professionals. That's been one of ADL's core activities since our establishment in 1913.

ADL is there to assist with unequalled expertise. Just as importantly, our award-winning education programs instill the attitudes of respect that help prevent future hate.



ABOVE: In 2008, ADL trained 5,000 people — educators, administrators and families — how to prevent and respond effectively to hateful cyberbullying.

RIGHT: Children ages 3 to 5 learned to embrace diversity through The Miller Early Childhood Initiative of ADL's A WORLD OF DIFFERENCE®Institute, which in 2008 began a significant expansion. Credit: ©2009 Sesame Workshop. Walkaround Cookie Monster.



Helping College Students Respond to Virulent Anti-Israel Rallies

ADL stood firmly behind American college students to help them deal with the growing number of inflammatory anti-Israel rallies on campus, especially during Israel's December 2008 operation in Gaza. ADL produced a new manual to provide students with information on countering criticism of Israel. Fighting Back: A Handbook for Responding to Anti-Israel Rallies on College and University Campuses offers a strategic approach to combating anti-Israel and anti-Semitic incidents on campus. ADL sent an overview of security steps to every Jewish fraternity and sorority house and Hillel professional. Additionally, ADL produced a new, comprehensive manual for administrators, Responding to Bigotry and Intergroup Strife on Campus: A Guide for College and University Presidents and Senior Administrators.

Saying No to Online Cruelty

Over the past year, ADL trained 5,000 people about the problem of cyberbullying. Trickery, Trolling and Threats: Understanding and Addressing Cyberbullying, an ADL program geared to middle- and high-school educators, administrators and student support personnel, provides strategies for responding to cyberbullying and fosters respect for differences among youth. A new ADL workshop for families, Youth and Cyberbullying: What Families Don't Know Can Hurt Them, helps adult family

members understand cyberbullying and assist their children and teens with appropriate responses.

Teaching Security Awareness to Jewish Institutions in the U.S.

ADL's high-level conferences, Keeping YOUR Jewish Institution Safe Every Day, taught more than 900 staff members from Jewish institutions throughout the United States how to assess, develop and implement security policies. This represented a 29 percent increase from 2007.

Helping European Students Confront Growing Prejudice

Students from 27 countries were taught how to combat religious discrimination by American high school students trained by ADL to facilitate respectful attitudes among their peers. The ADL A WORLD OF DIFFERENCE® Institute Peer Trainers worked at the European Union-funded EPTO (European Peer Training Organization) conference in Belgium with students from increasingly multicultural countries including Belgium, France, Germany, Ireland, Hungary, Luxembourg, Poland, Romania and the Netherlands.

Training Teachers Online to Manage Diverse Classrooms

ADL inaugurated Making Diversity Count, a self-paced online course to help teachers develop skills for confronting prejudice, sustaining respectful classrooms and increasing their ability to



ADL's Campus Affairs initiatives enabled students to mobilize against an upsurge in anti-Israel rallies at colleges, like this one at California State University in Long Beach, CA. Credit: Kyla Gore

interact positively with students of diverse backgrounds. The online format allows users to access the course from any computer and progress at their own pace. Founding sponsors for the program are the Ford Foundation and the Sylvia and Leon P. Nagin Family Foundation.

Teaching the Holocaust

In 2008, more than 2,400 educators and community leaders reaching an estimated 400,000 students participated in Echoes and Reflections — A Multimedia Curriculum on the Holocaust, which explores what happened during the Holocaust, what it means today and how to teach it. The programs were taught in 27 states, Canada and Israel. Additional programs included the first week-long institute for 30 educators from the New York tri-state area at Columbia University Teachers College. Since 2005, more than 7,000 educators and community leaders in 43 states have benefited from Echoes and Reflections programs and materials. Echoes and Reflections is a joint project of ADL, the USC Shoah Foundation Institute and Yad Vashem.

Stopping Prejudice in Early Childhood

"One of our children said to another, 'I'm not going to play with you because your skin is dirty," said a JCC administrator in Long Beach, California. "Well, his skin wasn't dirty, it was brown. And because of training by ADL's Miller Early Childhood Initiative, the teacher immediately knew how to respond."

The Miller Early Childhood Initiative of the A WORLD OF DIFFERENCE®Institute (The Initiative) teaches adults to counter prejudice in children at the critical ages of 3 to 5 — when their ideas about differences are beginning to form. "The workshops also help adults look within themselves and discover biases they may be transferring to their children," said a November 2008 article in the San Diego Jewish Journal.

Significant expansion of The Initiative began in 2008 and will continue into 2009 and beyond, funded by nearly \$600,000 raised in six ADL regions across the country and matched dollar-for-dollar by Harvey L. Miller and The Harvey L. Miller Family Foundation's 2008 Challenge Grant. Through this generous Challenge, nearly \$1.2 million will be available to expand The Initiative in Florida and launch it in Atlanta (Southeast), Cleveland, Houston (Southwest), Minnesota (Upper Midwest), San Diego and Santa Barbara.

Since The Initiative's inception in 2001, ADL has conducted 798 workshops, reaching an estimated 94,086 early childhood educators, family members and children. Of these, 15 workshops were conducted in Spanish, due to the generosity of Cynthia and George Marks.

LEADING THE FIGHT WHEN OUR NEIGHBORS ARE THREATENED



"ADL is the expert in security."

ADL PROFILE

Andrea Bazán

For Andrea Bazán, the ugly surge in verbal and physical attacks against Hispanic-Americans is not just a statistic.

Ms. Bazán, Chair of the National Council of La Raza (NCLR), the largest national Hispanic civil rights and advocacy organization in the United States, has been stalked and has had her home vandalized. Her personal address and the names of her daughters have been posted on a Web site. The sender of an anonymous e-mail threatened to kill her.

Frightened for herself and her family, in 2008 Ms. Bazán called ADL. The agency recommended a variety of security measures, including meeting with the police chief in her Durham, North Carolina, home. "When I met with the police chief and I said, this is what ADL recommends, he took my needs more seriously," Ms. Bazán says. "ADL is the expert in security. I am absolutely reliant on ADL for this."

A close professional relationship also connects Ms. Bazán and ADL. Alarmed by the increase in demonizing rhetoric and hate crimes against Hispanics since 2003, ADL has worked nationally for compassionate immigration reform, spoken out in communities riven by anti-immigrant violence and conducted

ongoing research into anti-immigrant hate speech. The agency has adapted its security awareness training manual for the use of Hispanic organizations and delivered security trainings to NCLR staff in Washington, DC. "NCLR's partnership with ADL is critical, both organizationally and personally," Ms. Bazán says.

ADL knows how important it is to help others because Jews have faced the same bigotry and discrimination. Our engagement with the Hispanic community allows us to pass along what we've learned. The relationship also helps counter what ADL's recent polls have revealed, that there are higher levels of anti-Semitic beliefs among Hispanics — especially those born in Latin America. Some other initiatives include creating Spanish-language versions of ADL's anti-bias education programs, our Confronting Anti-Semitism program and our Guide for Israel Activists. While challenges still lie ahead, the bridges ADL is building with the NCLR are another step toward realizing America's promise for everyone.

For more than nine decades, ADL has led the fight to secure justice for all in the courts, the legislatures and the public square. While much remains to be done, the goal is closer today in part because of ADL's unrelenting efforts.



ADL investigative researchers monitored extremist events across the country to understand extremist trends, help communities combat hate and assist aw enforcement.

Shaping Policy with the New Administration

As the Obama administration prepared to take office, ADL met with key leaders of the President-elect's transition team to provide recommendations on its civil rights and foreign policy agendas. Many of the key figures are familiar faces and colleagues whom ADL has worked with in different capacities for years. With strong support from the Obama administration and many members of the 111th Congress, ADL is poised to make progress on a number of domestic and international priorities, including improved hate crime legislation, anti-discrimination initiatives, comprehensive immigration reform and new constitutional safeguards for the faith-based funding initiative.

Fighting New Battles Against Hate Crimes

ADL continued its decades-long leadership addressing hate violence with two national victories. Parents and students will have a more accurate picture of hate on campus as a result of Congress passing the ADL-backed Higher Education Opportunity Act. The new law expands the types of hate incidents that must be counted and reported to the U.S. Department of Education to include intimidation, simple assault and destruction/ damage/vandalism of property. Second, Congress passed the Emmett Till Unsolved Civil Rights Crime Act, which authorizes special U.S. Justice Department prosecutors to help investigate and prosecute unsolved murders from the civil rights era. ADL has also continued to lead at the state and local levels, filing

amicus briefs, offering testimony, assisting victims and speaking out against bias-motivated crimes, including the brutal murders of Latino immigrants in Shenandoah, Pennsylvania, and Patchogue, New York.

Helping YouTube and Other Web Sites Fight Online Hate

After the video-sharing Web site reached out to ADL for help dealing with hateful content, ADL developed tips for confronting hate speech for the new YouTube Abuse and Safety Center — an online mechanism that allows users to report videos that violate the site's Community Guidelines on Hate Speech. Separately, ADL acted on more than 700 complaints from the public about anti-Semitic content on YouTube videos, as well as MySpace and Facebook pages, Yahoo! and Google groups, Web sites and e-mails. "Parents, educators, industry, government and nonprofit watchdogs must work together," ADL said. "The bigots can only be sidelined if people of good will are actively reporting abuses, so that the Internet service providers can take action."

Exposing Dangerous Extremists

ADL proved once again that its knowledge of extremist threats is second to none. Research analysts with expertise in left-wing and right-wing extremism enabled ADL to author approximately 40 reports on a spectrum of dangerous radicals, including: Al Qaeda's Jihad Against Israel and the Jews; Barack Obama



ABOVE: ADL continued to monitor the toxic environment surrounding immigrants, updating its seminal report, Immigrants Targeted: Extremist Rhetoric Moves into the Mainstream, and training key Hispanic groups in security awareness. Credit: Flickr

RIGHT: ADL's magazine, ADL on the Frontline, reported ADL's positions on key issues as the Obama administration prepared to take office.



Targeted by Extremists on the Internet; Hamas Media Reaches Children with Messages of Hate and Violence; and The U.S. Campaign to End the Israeli Occupation. ADL investigative researchers monitored extremist events across the country, ranging from neo-Nazi rallies to the August 2008 International Islamic Conference for Peace and Awareness, held in Baltimore: a convocation of disparate extremists united by their antipathy for Israel. ADL uses the information gained at such events to understand extremist trends, help communities combat hate and assist law enforcement.

Championing Fair Treatment for Immigrants

ADL continued to play a major role in the national debate about immigration policy and immigrants. Regular monitoring of the toxic environment surrounding the immigration policy debate allowed ADL to update its seminal report, Immigrants Targeted: Extremist Rhetoric Moves into the Mainstream and issue a backgrounder on a new anti-immigrant group with the misleading name, America's Leadership Team for Long-Range Population-Immigration-Resource Planning. ADL also continued its leadership role in support of comprehensive immigration reform and in opposition to repressive local antiimmigrant ordinances.

Gathering a Global Summit on Cyberhate

As the United States representative of the International Network Against CyberHate (INACH), ADL helped bring together many of the world's foremost experts on Internet hate at the group's Global Summit on Internet Hate Speech in Washington, DC. Topics covered included International Cooperation in the Fight Against Online Hate and The Role of the Internet Industry in the Fight Against Online Hate. Among the speakers were Christopher Wolf, Chair of INACH and Chair of ADL's Internet Task Force; human rights activists; law enforcement; academics; and Internet industry leaders from around the world, including representatives from Microsoft and AT&T, which helped to underwrite the conference.

LEADING THE FIGHT WHEN ALL OF US ARE THREATENED



"ADL's information on extremists is a treasure trove for us."

ADL PROFILE

James Cavanaugh

"ADL's information on extremists is a treasure trove for us," says James Cavanaugh of the U.S. Justice Department's Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF).

In October of 2008, Special Agent in Charge Cavanaugh, head of the ATF's Nashville Field Division, asked ADL for information about suspects in a significant case: an alleged plot to kill more than 100 African Americans, including then-presidential candidate Barack Obama. Since ADL had been tracking these individuals for some time, we could guickly provide the ATF with a dossier of information that helped it investigate the suspects, determine the scope of the plot and establish the suspects' links to a new white supremacist group, Supreme White Alliance.

"ADL knows who the haters are," says Special Agent Cavanaugh. "It would take us weeks and months to gather this information, but ADL already has it. You guys don't know how valuable you are."

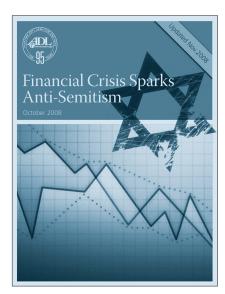
Special Agent Cavanaugh also gained useful information about dealing with extremists when he attended ADL's Advanced Training School course on Extremist and Terrorist Threats in

Washington, DC, in 2005 and then participated in ADL's National Counterterrorism Seminar in Israel in 2006. "The security in Israel is about constant contact with people who frequent a place, layers of security intertwined with human interaction," Special Agent Cavanaugh says. "I've shared with a lot of federal agents, police and sheriffs that this is a good way to ferret out terrorists."

ADL is able to help law enforcement officers like Special Agent Cavanaugh for two reasons: We continuously track dangerous extremists of all types — right wing, left wing and Islamic. Our Investigative Researchers track them on the ground, while our Research Analysts, including Arabic speakers, track them over the Internet. We also share what we've learned with law enforcement through one-on-one contacts and at formal trainings that reached some 10,000 federal, state and local officers in 2008 alone All of this means that extremists who wish to kill maim and terrorize, like those who wanted to assassinate candidate Barack Obama, cannot hide in the shadows indefinitely.

"The magic of ADL is that it works for everyone, like it works for the Jewish people," says Special Agent Cavanaugh.

Globalization means anti-Semitism and hate are not limited by borders and neither is ADL's work. Our ongoing relationships with world leaders, critical communications with law enforcement and strong voice make ADL a preeminent force in fighting hate worldwide.





FAR LEFT: ADL was the first to reveal an outpouring of online anti-Semitism triggered by the financial collapse

LEFT: An ad created by ADL criticized the lack of UN reaction to anti-Semitic portions of a 2008 speech delivered there by Iran's President Mahmoud Ahmadineiad.

Countering the Scapegoating of Jews for the Financial Crisis

As fortunes crumbled around the world, ADL reported an eruption of accusations against an ancient "perpetrator" the Jews. Anti-Jewish invective and conspiracy theories about "greedy" Jews who destroyed the world's wealth for their own gain spread guickly around the globe through the public comment sections of financial and other Web sites. To fight this Big Lie, ADL documented the evidence in a report, Financial Crisis Sparks Anti-Semitism, and dispatched experts around the country to expose and decry the phenomenon.

Supplying Law Enforcement with Deep Background on Hate Crimes and Extremists

More than any other nongovernmental organization, ADL's upto-the-minute and historical information on extremists enables us to provide law enforcement with the information they require to protect the public. In 2008 ADL trained more than 10,000 American law enforcement officers on the federal, state and local levels about hate crimes and extremists. The agency also alerted law enforcement to potential criminal activity by extremists and responded to requests for information from law enforcement on almost 900 occasions. Just two examples: ADL helped Phoenix police investigate racist skinheads arrested for racially motivated beatings and a stabbing; and we gave information about Web sites run by a militant Islamic group to the U.S. Department of Homeland Security.

Tracking a Growing Threat: American-Born Islamic Extremists

Arabic-speaking researchers and sophisticated software are allowing ADL to study what law enforcement considers a significant new threat to the United States: American-born Islamic extremists. The information ADL is gathering explains their radicalization process, ideology and criminal activity. In 2008, ADL delivered presentations about home-grown Islamic extremists to the FBI, the Department of Justice, Department of Homeland Security and police departments throughout the country.

Challenging European Investment in Iran

ADL waged an aggressive media and diplomatic campaign to prevent European companies from cutting energy deals with Iran. Ads appearing in The New York Times, the International Herald Tribune, The Wall Street Journal – Europe and other European papers criticized Switzerland for contracting to buy \$28 billion in natural gas from Iran and bankrolling its drive to develop a nuclear weapon. Additionally, ADL contacted representatives from most European countries whose national companies operate in or have potential deals with Iran's energy sector. "We knew our Swiss ads were effective when a European diplomat told us, 'I don't want to wake up one morning and find my country in one of these ads in *The New* York Times," ADL said.



ABOVE: ADL Regional Board Chairs and ADL staff traveled on a mission to Turkey, where the group visited the Neve Shalom Synagogue, rebuilt after terrorist bombings, and met with a variety of high-level officials. Credit: Alberto Modiano

RIGHT: During an ADL mission to Israel, Palestinian Prime Minister Salam Fayyad, center, updated ADL National Chair Glen S. Lewy, left, and ADL National Director Abraham H. Foxman, right, on Middle East issues. Credit: Israel Hadari



Speaking Out Globally for the Security of Jewish Communities

In multiple meetings with foreign dignitaries, ADL continued to raise concerns about the well-being of Jewish communities around the world. A delegation of ADL leaders met with top government officials in Argentina and Chile to discuss, among other topics, the still-unresolved investigation into two terrorist attacks against Jewish targets in Argentina in the early 1990s and the growing political influence of Iran in Latin American. In Turkey, ADL and top Turkish leaders discussed that country's efforts to facilitate peace talks between Israel and Syria, and Turkey's communications with Iran about its nuclear capability. Speaking before the U.S. House Foreign Affairs Subcommittee on the Middle East, ADL revealed its findings about anti-Semitism in the Arab press, warned of its potential to promote violence and recommended steps to help put an end to it.

Training Europeans to Combat Hate Crimes

ADL trained Jewish, LGBT (lesbian, gay, bisexual and transgender), Roma and Muslim community leaders in 31 countries on how to prevent and respond to bigotry and hate crimes. Participants from places as diverse as France, Russia and Ukraine explored strategies to more effectively monitor hate crime, support victims and forge links with law enforcement, government agencies and other community institutions. The training was offered under the auspices of

the Organization for Security and Cooperation in Europe (OSCE), where ADL is one of two U.S. representatives to a drafting committee writing hate-crime law guidelines for the organization's 56 government members.

Demanding Fair Treatment for Israel at the United Nations

New instances of anti-Israel bias at the international body drew strong criticism from ADL. The agency reprimanded the UN Human Rights Council for a resolution condemning Israel's treatment of Palestinian civilians in Gaza without mentioning the firing of Hamas rockets into southern Israel. When the UN Security Council failed to condemn the terrorist killings of Israeli yeshiva students in Jerusalem, ADL asked, "Where are all the calls for UN resolutions condemning the murderous acts of terrorism against civilians?" ADL also guestioned UN General Assembly President Miguel d'Escoto Brockmann's "fitness to serve" following his attempt to prevent Israel's ambassador from speaking at the 60th anniversary of the Universal Declaration of Human Rights.

LEADING THE FIGHT IN YOUR COMMUNITY



In Boston, ADL teamed up with the Boston Celtics, the NBA and NBA Cares, its community outreach arm, to promote respect on billboards in major locations. Credit: ClearChannel Outdoor



Teens working with ADL's Denver office produced this coffee cup sleeve that explained how to value diversity. Credit: BriteVision Media



Working with law enforcement, ADL Chicago attributed these symbols in a desecrated Jewish cemetery to a white supremacist group.

Arizona

A highlight of the 2008 Arizona Glass Leadership Institute — ADL's program to provide future leaders with in-depth information about ADL issues — was a trip to the U.S.-Mexico border to learn firsthand about U.S. immigration policy. The U.S. Border Patrol showed the group what is being done to stem the flow of illegal immigrants. On the bus to the border, an ADL investigative researcher presented information on the role extremists play in the often ugly debate about illegal immigration. The visit underscored ADL's support for comprehensive immigration reform that includes secure borders as well as a path to legal citizenship for immigrants.

Atlanta (Southeast)

When swastikas appeared on the property of a Jewish day school, more than 100 students participating in ADL's No Place for Hate® initiative wrote support letters to the school that demonstrated what they'd learned. The initiative, which reaches thousands of Georgia

students in 150 public, private and parochial schools, works to eliminate bigotry and teach students how to become allies of those who are the targets of bullying and prejudice. "Dear Epstein School: I'm so sorry for what happened," wrote one primary school student. "It's horrible. I know how I would feel if someone did that to my school."

Boston (New England)

ADL New England teamed up with the World Champion Boston Celtics to create a supersized anti-bias campaign: five prominently placed billboards declaring, "RESPECT. It's the way Champions play." ADL also brought the message into classrooms across the region. The Boston partnership is part of a national effort to cultivate respect, on and off the court, among ADL, the NBA and NBA Cares, the NBA's arm for social responsibility and community outreach.

Chicago (Greater Chicago/Upper Midwest) Swastikas. "Juden raus." Stars of David hanging from gallows. When 57 graves at a Jewish cemetery in Norridge, IL. were vandalized with anti-Semitic graffiti, the cemetery staff immediately contacted ADL. The agency assisted law enforcement by linking the hate symbols on the stones and the tattoos on the suspects to a white supremacist group. ADL continues to work with prosecutors on the case.

Cleveland (Ohio/Kentucky/Allegheny) More than 150 people attended the 20th anniversary of ADL's Catholic-Jewish Colloquium to discuss their respective covenants with God and what they mean to each religion. "It's these sorts of conversations that make the Colloquium a dynamic evening of growth and understanding between our communities," said ADL.

Connecticut

Bridgeport-area middle school students learned about the Holocaust, U.S. Coast Guard Academy cadets learned to talk about diversity and Greenwich town employees discussed respect for differences in the workplace. The Connecticut office taught 21.000 teachers, students. parents, business and community leaders during more than 225 training sessions. In the words of one faculty member from Choate Rosemary Hall, "It is with much enthusiasm that I would recommend them [ADL] to any school community."

Dallas (North Texas/Oklahoma)

ADL professional and lay leaders met with Dallas Mayor Tom Leppert, City Manager Mary K. Suhm and other staff members to discuss sectarian invocations at Dallas City Council meetings and concerns surrounding holding City Council meetings on major Jewish holidays. Following the session, the City of Dallas established a new policy: Guiding Principles for Invocations at Dallas City Hall. These principles request that prayers be constructed in a non-sectarian manner and be inclusive and not divisive.

Denver (Mountain States)

Coffee drinkers in the Denver area learned how to value diversity, thanks to Colorado high school students who participated in an ADL program funded by Robert B. Sturm. The teens designed insulating coffee cup sleeves printed with ADL's logo and copy that said, in part, "Valuing Diversity is...believing civil rights are for everyone." The sleeves were distributed to select Denver-area coffee shops during the August 2008 Democratic National Convention.

Boulder Satellite Office

Two new Middle East discussion groups are dissolving stereotypes and providing understanding about the local expression of the Arab-Israeli conflict. The first group is all-Jewish but politically diverse; the second group includes Jews and Palestinians. ADL moderated the programs, with both groups accepting guiding principles of respect, recognition of Israel's right to exist, desire for Middle East peace and condemnation of terrorism.

Detroit (Michigan)

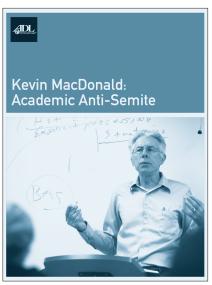
The destructive impact of racism and other biases in Detroit was the subject of an ADL Michigan program. Weaving the Community. Over the course of five meetings, speakers from across the United States discussed topics ranging from A Community Divided: Segregation in Metropolitan Detroit to The Impact of a Community Divided: Moving Forward. The Community Education Endowment Fund and The Ravitz Program for Confronting Anti-Semitism funded the program.

Florida

ADL's vigorous opposition led Florida to remove from the state ballot an amendment that would have repealed a major church-state protection clause in the Florida Constitution. ADL waged its campaign against Amendment 7 by becoming the only Jewish agency to create a legally required political action committee, developing a comprehensive political campaign, leading coalition efforts and serving as "of counsel" in the legal challenge.



Pacific Southwest Regional Board Chair Nicole Mutchnik welcomes National Commissioners at the ADL Annual Meeting in Los Angeles in November 2008. Credit: David Karp



Through this report and local organizing, ADL Orange County/Long Beach helped expose the work of a California State University, Long Beach, professor whose anti-Semitic views fuel the neo-Nazi movement

Houston

The Houston Aeros, Continental Airlines. houses of worship, large agencies and major corporations were among the 50 groups in ADL's Southwest Region that qualified to become an ADL Community of Respect™. To earn the designation, organizations signed a resolution of respect, created a diversity committee and engaged in three or more anti-bias activities that demonstrated their appreciation for diversity. An ADL Southwest Region anti-bias resource guide was also distributed to more than 200,000 Houston-area homes.

Austin Satellite Office

ADL's 2nd Annual Interfaith Security Conference for Religious Institutions delivered security awareness training to more than 80 attendees from nearly 30 religious institutions. Topics included Online Safety, presented by Lt. Kimberly Bustos of the Texas Attorney General's Office, and Keeping Religious Schools Safe All Year Long.

Las Vegas

More than 2.000 students in over 24 schools participated in ADL Las Vegas' No Place for Hate® initiative — a campaign that empowers elementary, middle and high school students to promote respect for individual and group differences while creating inclusive school environments. The participants included Las Vegas' first group of peer trainers: young people taught by ADL to promote respect for diversity among people their

Los Angeles (Pacific Southwest) Repeated instances of anti-Semitic graffiti and hate crimes broke out in the San Fernando Valley in 2008. ADL's Los Angeles office offered security training to more than 80 synagogues and Jewish institutions; provided expertise and resources to a special Los Angeles Police Department committee looking into such incidents; and contributed to a \$30,000 reward fund for information leading to the perpetrators of a brutal attack on an Orthodox man.

New Jersey

An ADL brief was instrumental in overturning a ruling that made it difficult for victims of anti-Semitism in the workplace to sue in New Jersey. A lower court had ruled that when a Jewish police officer was taunted at work by comments like "dirty Jew" and "Jews make all the money," the remarks were "mere teasing." But ADL's brief argued that "teasing" didn't capture the true harm of the comments. In reversing the ruling in July, the New Jersey Supreme Court guoted ADL's brief.

New Mexico

More than 200 graduate students and community members attended "The Medical, Legal and Ethical Implications of Human Subject Research...From the Holocaust to Today," a conference conceived of by ADL and organized by ADL in conjunction with the University of New Mexico (UNM) Institute for Ethics and the UNM Law and Medical Schools. The program, which examined contemporary human subject research in

relationship to human experimentation at Dachau concentration during World War II. stemmed from ADL's successful removal of a Nazi physician from the New Mexico Space History's Hall of Fame in 2006.

New Orleans (South Central)

New Orleans was one of many Regional Offices that sent students to

the U.S. Holocaust

Memorial Museum in

of the ADL Grosfeld

Leadership Mission. Credit: DC Events

Family National Youth

Washington, DC, as part

Ten students from greater New Orleans attended the Grosfeld Family National Youth Leadership Mission in Washington, DC, where they and delegations from nine other cities learned about fighting bigotry and hate through workshops and a visit to the U.S. Holocaust Memorial Museum. "To see a mix of people of all races and backgrounds come together for three days to celebrate change and diversity was the most amazing experience, and one I will never forget," said Emily Good, a junior at McGehee School.

New York

ADL experts briefed nearly 500 law enforcement officers from the FBI. New York State Police and New York Police Department about domestic terrorism,

including a new component on Islamic extremism. The trainings, co-sponsored by the New York State Division of Criminal Justice Services, were held in Elmira, Buffalo, Syracuse, Albany, and Suffolk and Rockland Counties. Additionally, three senior law enforcement officials from New York State participated in a weeklong ADL mission to Israel to learn counterterrorism techniques.

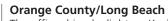
Remember the Children

Daniel's Story

An Exhibition for Children ENTR ANCE

Omaha (Plains States)

The turnout was exceptional for a 70th anniversary commemoration of Kristallnacht — the infamous German pogroms — that was offered by the Institute for Holocaust Education (IHE), a division of the Anti-Defamation League. The stories of Omaha-area Holocaust survivors were told by three generations in a film presentation, while photo portraits of local survivors were featured in a special exhibit by photographer David Radler. Members of the Omaha Symphony performed chamber and vocal pieces written by Holocaust-era composers.



The office shined a light on Kevin MacDonald, a tenured professor at California State University, Long Beach (CSULB), whose intellectual arguments for anti-Semitism are often picked up by neo-Nazis, white supremacists and anti-Semites. In June. ADL and several local organizations held a forum to discuss MacDonald's writing and appropriate responses to it. Several hundred copies of ADL's report. Kevin MacDonald: Academic Anti-Semite. were distributed to provide expert information and analysis. In the fall, CSULB's Academic Senate voted to disassociate itself from MacDonald's views. CSULB President F. King Alexander also issued a statement that MacDonald's views "are his own entirely" as well as "deplorable and reprehensible."

Philadelphia (Eastern Pennsylvania/Delaware) A collaboration between ADL and PNC, a financial services organization and ADL corporate sponsor, brought anti-bias education to Head Start classrooms in



and financial services firm PNC helped its employees learn how to create bias-free Head Start programs. Credit: Rebecca Ouinn-Wolf

The Philadelphia office environments for young children participating in

the Philadelphia region. ADL facilitators implemented The Miller Early Childhood Initiative workshop to educators from five local Head Start programs supported by PNC. Separate workshops were also provided for PNC employees who volunteer at the programs, and to a group of parents whose children attend. "Every parent, teacher and caregiver should have to take this training," wrote one Miller workshop participant.

St. Louis (Missouri/Southern Illinois) In October, ADL was contacted by the family of a student in St. Louis County, one of several Jewish students targeted by an unofficial prank called "Hit a Jew Day." ADL responded by meeting with school officials and providing anti-bias and cyberbullying training through our A WORLD OF DIFFERENCE® Institute. ADL continues to support the school as it determines the best programs to address this and any other bias incidents

in the future.

San Diego

A revamped Manhigim Institute not only taught high school students about Jewish and civil rights issues, it showed them how to respond to the anti-Semitism and anti-Israel sentiment they are likely to encounter at college. The 33 participants heard a panel discuss how to deal with a blatantly anti-Israel professor/ teaching assistant, and what it feels like to be surrounded by virulent anti-Israel sentiment. Experts also used a mock lobbying session to teach the students how to present their views to legislators. One hundred seventy students, three of whom have become Fulbright scholars, have participated in the Manhigim Institute since its inception in September 2000.

San Francisco (Central Pacific) In June, Pinole Valley High School students were shocked to find a noose hanging from a tree on campus. In the months that followed, ADL helped the school district update its policies and procedures on hate incidents; trained

125 Pinole Valley High educators and staff in Responding to and Preventing Hate-Motivated Behavior: and delivered ADL's Hate Crime Training for Law Enforcement to the local police department. Additionally, the school has integrated ADL's Peer Training program, underwritten by Wachovia, into its newly formed Law and Justice Academy.

Santa Barbara (Tri-Counties)

About 150 people attended a candlelight vigil conducted in February by ADL, Pacific Pride and Just Communities. The purpose was to heighten awareness of the murder of Lawrence King, 15, who was targeted because of his sexual orientation. In September, about 80 people attended a community forum convened by ADL and the Jewish Federation of Ventura County in response to a spate of anti-Semitic graffiti. The D.A.'s office, sheriff's department and ADL all spoke.

Seattle

Longview, Washington, a declining mill town, is the new home of a noted white supremacist who is actively trying to spread his views. When the city endured a rash of hate crimes in 2008. Police Chief Alex Perez reached out to ADL. The agency responded by training area law enforcement in extremist symbols and local hate crime law. ADL is also consulting with city officials about different ways to prevent hate. "When people need help, they turn to the police," says Chief Perez. "When the police need help, they turn to ADL."

Washington, DC

The Washington, DC. office's Concert Against Hate honored Sergeant Major Ronit Tubol, the Honorable Melissa Powers and Lillian Kimura, center. They are flanked, from left to

right, by "Mad Men"

cast members Vincent

Kartheiser and Christina

Hendricks, ADL National Director Abraham H.

Foxman, ADL National

Chair Glen S. Lewy and

Elisabeth Moss, also of

"Mad Men." Credit:

Carl Cox Photography

(District of Columbia/Maryland/Virginia/ North Carolina)

The 2008 ADL in Concert Against Hate bestowed Ina Kay Awards on three heroes in the fight against hate and intolerance on Nov. 17 at the John F. Kennedy Center for the Performing Arts in Washington, DC. Sergeant Major Ronit Tubol was honored for her courage and commitment to fighting terror after surviving a devastating suicide bombing in Israel; Judge Melissa Powers for her determination and courage in bringing

to justice the nation's most infamous. racist serial killer for the murders of two black children in 1980; and Lillian Kimura for serving as a leading voice in the Japanese-American community's efforts to secure redress for the internment of Japanese-Americans during World War II. The concert, which was performed by the National Symphony Orchestra and narrated by cast members of the Emmy award-winning AMC television series "Mad Men," was attended by more than 2,400.

THE SCHAFLER CENTER: Help and Support for **Smaller Communities**

The Rubelle Schafler ADL Center for Community Outreach, created in 2000, works to enhance ADL efforts across rural and small-town America where the Jewish community needs ADL's expertise in countering anti-Semitism and bigotry, defending religious freedom and civil rights, and implementing educational programs.



Professional Leadership, endowed by Douglas and Judith Krupp, and George and Lisbeth Krupp, has enabled ADL to invest substantially in the professional development of our Regional Directors and National Staff. Named for the Krupps and the late New England Regional Director Leonard Zakim, the Institute provides for intensive leadership and management training, performance management and goal setting. These critical skills have enabled ADL and its professional staff to be even more effective in responding to today's challenges.

Israel Office

The ADL Israel Office works to strengthen relations between the U.S. and Israel through a broad range of programs and contacts with Israeli leadership.









Monitoring Anti-Semitism in the Arab Media

On a daily basis, ADL Israel's Arab and Muslim Media Desk monitors and exposes anti-Semitism in the mostly state sponsored media in the Arab and Muslim world. ADL Israel staff translate and compile editorial caricatures that use age-old stereotypes to depict Jews and Israelis. In 2008, ADL issued special reports showing the most egregious anti-Semitic caricatures, in particular cartoons on the 2008 U.S. election campaign, which depicted the presidential candidates as being controlled by the Jews, and on Israel's military action in Gaza, when Jewish/Israeli soldiers were shown as Nazis with swastikas on their uniforms, drinking the blood of Palestinians The cartoon above, originally published in Qatar, appeared in ADL's Arab Media Review: July-December 2008.

Conducting Missions

Several high-level missions designed to foster exchanges between Americans and Israelis took place in 2008. The National Counterterrorism Seminar in Israel, second photo from left, allowed American law enforcement leaders on the federal, state and local levels to learn about preventing terrorism from their peers in the Israel Police, Israel Defense Forces, and Israeli security and intelligence services. Other missions brought together American and Israeli academics, and American and Israeli high school students. Credit: Israel Hadari

Teaching Mutual Respect

The Israel Office completed a series of educational workshops intended to break down barriers between Jewish and Bedouin children in southern Israel, second photo from right. The office delivered a presentation about global anti-Semitism to the Israel Defense Forces (IDF), and began developing another about racism and anti-Semitism for Israeli Arabs. To supplement its diversity training, ADL Israel issued statements condemning bias incidents perpetrated by Israelis against Muslims, including the desecration of a Muslim cemetery in Hebron and a mosque in Jaffa. Credit: David Blumenfeld

Linking Past and Present

In October, the Israel Defense Forces (IDF) and ADL returned to Auschwitz to remember the Holocaust, photo on far right, and reinforce their resolve to protect Jews and the State of Israel. "Nothing represents more of the victory of the Jewish people than the joint presence here of the IDF commanders and the ADL leaders," said Brigadier General Nachman Ash, Chief Medical Officer of the IDF, which initiated the joint mission. "The strong country of Israel and the active Jewish community of the United States are the guarantee that such a disaster will not happen again to the Jewish people and other communities." Pictured from left to right: IDF Brigadier General Nachman Ash; Holocaust survivor Mordechai Ciechanover; IDF Deputy Chief of Staff, General Dan Harel; and ADL National Director Abraham H. Foxman. Credit: Corporal Tamara Gutkin, IDF

ADL Financial Information

ADL Balance Sheet

December 31, 2007 (in thousands)

| ASSETS | |
|---------------------------------------|--------------|
| Cash and investments | \$ 9,118 |
| Contributions receivable, net | 11,832 |
| Other assets and receivables | 1,181 |
| Property and equipment, net | 13,758 |
| Due from the ADL Foundation | 1,491 |
| Total assets | \$ 37,380 |
| LIABILITIES AND NET ASSETS | |
| Accounts payable and accrued expenses | \$ 10,925 |
| Deferred items | 8,140 |
| Total liabilities | 19,065 |
| Total net assets | 18,315 |
| Total liabilities and net assets | \$ 37,380 |
| | |

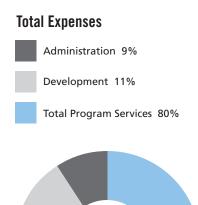
ADL Statement of Activities

Year ended December 31, 2007 (in thousands)

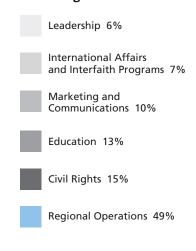
| \$ 47,503 17,410 1,325 |
|---------------------------------|
| 66,238 |
| 54,906 13,941 |
| 68,847 |
| (2,609) 20,924 |
| \$ 18,315 |
| \$ |

ADL Expense Allocations

Year ended December 31, 2007



Total Program Services





A complete set of the financial statements, audited by KPMG LLP, is available upon request.

ADL MEDIA AND MARKETING

New Media/Hard-Hitting Messages

Continuous communication in many media put ADL visibly and audibly in the forefront of the fight against anti-Semitism and hate.

E-Mail Campaigns Inspiring and informative e-mail empowered individuals to act on critical ADL issues.









Video

Print and Online Ads





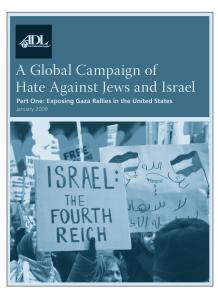


Streaming videos and audio podcasts from ADL TV reached new, young audiences around the world on Facebook, YouTube and iTunes. Credit for bottom photo: © iStockphoto.com



Bold ad campaigns on ADL issues and programs ran in major international and domestic print publications and Web sites.

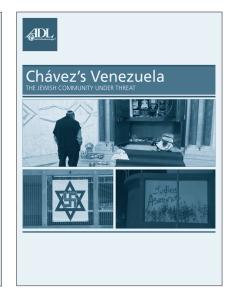
Publications



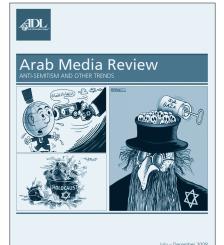
ADL reported on the hate-filled rallies staged in the United States by anti-Israel groups during Israel's Gaza operation.



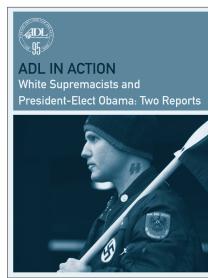
In graphic photos and chilling accounts, ADL documented the ugly international response to Israel's operation in Gaza.



ADL proved, with facts and photos, how anti-Semitism in Venezuela is incited at the highest levels of government.



ADL translated, analyzed and disseminated some of the most vicious depictions of Jews and Israelis ever seen in Arab media — some of it state controlled.



ADL exposed a firestorm of online rage from white supremacists at the candidacy and election of America's first black President, Barack Obama.

Poster



Meeting the Challenges Ahead

Last year Jews and Israel were demonized and attacked more viciously than many of us had seen in our lifetimes. ADL remains on alert and on guard for more unbridled hatred. You can be sure our top priority will be protecting Jewish communities in the U.S. and around the world.

The Internet, while a tremendous boon, offers dissemination and recruiting tools to extremists and terrorists that must be mitigated. That's why ADL monitors the Internet and pioneered the counteraction of online hate. But, with your help, ADL will develop new, practical methods that respect the First Amendment. We have already created a model law to prevent cyberbullying — a form of online harassment now epidemic among young people.

ADL will continue to work with the Vatican to strengthen Catholic-Jewish relations. We will seek comprehensive immigration reform, and will not take our eyes off the extremists who threaten our security — whether in the United States or abroad. And in 2009 we will continue strengthening our renowned anti-bias programs for all ages.

This is what leading the fight means: addressing every issue that threatens justice and fair treatment for all with a range of approaches no other organization can match.